

**SYSTEM AND METHOD FOR ENABLING AN ADVERTISEMENT TO FOLLOW THE
USER TO ADDITIONAL WEB PAGES**

ABSTRACT

5 A computer-implemented method and system for advertising that performs the steps of
delivering an electronic advertisement comprising one or more menu options and a reference to a
network location for retrieving specified content associated with each menu option for inclusion
in a first electronic document, receiving a selection of one or more menu options from the
electronic advertisement and delivering a subsequent accessible document including content
10 from the referenced network location associated with the menu option selected, the subsequent
accessible document including the electronic advertisement.